

# The 7<sup>th</sup> Annual Employer Health & Human Capital Congress

## Strategic Networking Workgroups

**Limited to TEN HR/Benefits/Wellness/Health Strategy Executives per Workgroup – Make Sure to Register Early to Get into Your Top Choice!**

**Part One Workgroups: February 7, 2012 – 1:00pm – 1:30pm**

Measuring ROI for Prevention & Wellness		Assessing Exchanges & Employer Next Steps, Post-Reform	
<b>Workgroup Leader:</b> <b>Ibrahim Heiba, MD</b> <i>Medical Director</i> <b>Eastman Chemical</b> <i>(2011 Koop Award Winner)</i>		<b>Workgroup Leader:</b> <i>To Be Announced</i>	
<b>Discussion topics:</b> <ul style="list-style-type: none"> <li>+ Measurement strategies</li> <li>+ Understanding biases</li> <li>+ What metrics to track</li> <li>+ How to communicate to c-suite</li> </ul>		<b>Discussion topics:</b> <ul style="list-style-type: none"> <li>+ Compare notes on talking to CFOs about future of employee benefits</li> <li>+ Strategize about status and opportunity of exchanges, private exchanges, defined contribution</li> <li>+ Quantifying the value of human capital investments</li> </ul>	
Sustaining a Culture of Health & Engagement		Achieving Cost Containment	
<b>Workgroup Leader:</b> <b>Andrew Hunzeker</b> <i>Chief Financial Officer</i> <b>Lincoln Industries</b>		<b>Workgroup Leader:</b> <b>David Kasper</b> <i>Vice President, Benefits</i> <b>Waste Management</b>	
<b>Discussion topics:</b> <ul style="list-style-type: none"> <li>+ Making health a visible corporate priority to drive engagement</li> <li>+ Sharing ideas on how to truly transform culture and maximize high-performing employees</li> <li>+ How to design policies and programs to shift company norms</li> </ul>		<b>Discussion topics:</b> <ul style="list-style-type: none"> <li>+ Ensuring you have tackled all the low hanging fruit</li> <li>+ Strategizing on the next generation of cost-containment</li> <li>+ Recognize efficient wellness and benefit designs</li> </ul>	
Driving Cost Transparency		Building and Optimizing On-Site Clinics	
<b>Workgroup Leader:</b> <b>Michael Vittoria</b> <i>President</i> <b>Rhode Island Business Group on Health</b>		<b>Workgroup Leader:</b> <i>To Be Announced</i>	
<b>Discussion topics:</b> <ul style="list-style-type: none"> <li>+ What purchasers are doing to bring rationality to pricing</li> <li>+ How to engage with local providers</li> <li>+ Implementing tools to drive consumerism</li> </ul>		<b>Discussion topics:</b> <ul style="list-style-type: none"> <li>+ Designing high quality, patient-centric care</li> <li>+ Partnerships that make clinics feasible</li> <li>+ Leveraging the clinic to maximize prevention</li> </ul>	

## Part Two Workgroups: February 8, 2012 – 10:00am – 10:30am

Designing Benefits to Achieve Positive Health Outcomes		Maximizing Employee Communications & the Role of Social Networking	
<b>Workgroup Leader:</b> <i>To Be Announced</i>	<b>Discussion topics:</b> + Steering employees to high value providers through benefit incentives + Strategies to drive appropriate care/surgery benefit management + Exploring domestic medical travel	<b>Workgroup Leader:</b> <b>Rebecca Kelly,</b> <i>Director, Health Promotion &amp; Wellness</i> <b>University of Alabama</b>	<b>Discussion topics:</b> + Strategizing on employee communication best practices + Creating targeted, meaningful outreach + The role of social media and social empowerment
Progress-Based Wellness Incentives to Achieve Behavior Change		Leveraging Health Technology Innovation	
<b>Workgroup Leader:</b> <b>Phil Lerner, MD</b> <i>Senior Medical Officer, Aetna</i>	<b>Discussion topics:</b> + Assessing incentives versus culture change – what drives change? + Moving away from participation-based incentives to create more sustainable designs + Crafting the right incentive for your employee population	<b>Workgroup Leader:</b> <b>Delia Vetter</b> <i>Senior Director, Benefits</i> <b>EMC Corporation</b>	<b>Discussion topics:</b> + New innovations – virtual clinics, tele-health, PHR, gaming + Understanding how to evaluate ROI + Strategies to maximize prevention and engagement
Exploring Retail Health		Maximizing Prevention & Wellness in the Public Sector	
<b>Workgroup Leader:</b> <i>To Be Announced</i>	<b>Discussion topics:</b> + Examining the optimal role of retail clinics to contain costs + Best practices for promoting utilization + Assessing the opportunity for savings	<b>Workgroup Leader:</b> <b>Richard A Lyons,</b> <i>Superintendent of Schools, Maine</i> <b>School Administrative District #22</b>	<b>Discussion topics:</b> + Strategizing on proven engagement tools to reach public employees + How to overcome specific challenges facing the public sector + Aligning employee health with community health